

		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	
		APPOINTMENT OF POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST	
Docket Number: 11032/5			
Reissue Applicant Dwight Allen MERRIMAN et al	Reissue Application No. 09/577,798	Reissue Filing Date May 24, 2000	
Reissue of Patent Number 5,948,061	Issued September 7, 1999	Examiner	Art Unit 2757
Invention Title METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		Assignee DoubleClick Inc.	
<p>DoubleClick Inc., as assignee of the entire right, title, and interest in the application for patent entitled METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS, Reissue Serial No. 09/577,798, filed May 24, 2000, does hereby appoint</p> <ul style="list-style-type: none"><li>- James E. Rosini (Reg. No. 30,101)</li><li>Gerard A. Messina (Reg. No. 35,952)</li><li>Brian S. Mudge (Reg. No. 40,738)</li><li>Benjamin Hershkowitz (Reg. No. 41,833)</li><li>Gary S. Morris (Reg. No. 40,735)</li></ul> <p>as its attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.</p> <p>Please address all communications regarding this application to:</p> <p>Gerard A. Messina, Esq. KENYON &amp; KENYON One Broadway New York, New York 10004</p>			

Please direct all telephone calls to Gerard A. Messina at (212) 425-7200.

DOUBLECLICK INC.  
450 West 33<sup>rd</sup> Street  
New York, NY 10001

Dated: Aug. 17, 2000

By: Elizabeth Wang  
Name: Elizabeth WANG  
Title: VP & General Counsel